

## ABSTRACT OF DISCLOSURE

An apparatus and method provides for the scheduling and broadcast of commercials and other information during transmission of multimedia information over a data network.

Demographic information is gathered with regards to potential viewers of the broadcast.

- 5 Through use of this demographic information, during designated commercial breaks during broadcasts of the audio or video information, advertising information can be broadcast to individuals based on the demographic information. The system includes a number of databases which correlate the broadcast schedule with the available commercials for transmission over the data network.